

Evaluating Authority

The authority of a source is one of the first areas that should be evaluated for credibility. If you can't trust the person behind the information, you should not use it in your research.

Here are some tips for evaluating the authority of a website:

- Does the website clearly identify an author (including a first and last name)?
- Does the author have the credentials and education to be knowledgeable or an expert?
 - *Tip:* Search for the author's name in quotes, and include the publisher's name. For example, "Somini Sengupta" *New York Times*
- Has the author written several articles on the topic?
 - *Tip:* Search for articles written by the author from the same publisher.
- Are you able to find contact information for the author?
 - *Tip:* Look for a LinkedIn profile, Twitter account or online portfolio.

